

ALPHA CHANNELS

Adstream Folder: [Alpha Channel Animations](#)

Usage Guidelines:

The following page contains alpha channel animations that are now available on Adstream. We will continue to upload additional alphas as they become available.

These alpha channel animations can be found under the “Alpha Channel Animations” folder on Adstream under “TV TOOLKITS”.






The Alpha Channels have been divided into 2 subfolders:





- “Custom Animation Alpha Channels” - Created specifically for marketing needs. This animation is new and not in the film.
- “Film Footage Alpha Channels” - Shots directly from the film

These alphas can be used to create advertising materials at a local level. For example, they can be used for Station ID’s, Lower Thirds, digital assets, etc.

Please submit all mock-ups to Home Office of how you wish to use these assets prior to placing.





























CUSTOM ANIMATION ALPHA CHANNELS

Reference	File Name / Description
	<u>Stork Smashing Into Glass</u> Stork flying and smashing onto the screen
	<u>Characters Chase</u> All characters chasing after each other across screen
	<u>Nate Pulling Wagon</u> Nate pulling a wagon. Also a version with an empty wagon.
	<u>Tulip Dancing</u> Tulip dancing around. Also a version where she throws confetti in air at the end.
	<u>Wolves Licking</u> Wolves licking at nothing so you can insert an object in between them

Reference	File Name / Description
	<u>Junior Karate</u> Junior doing karate
	<u>Characters Waving</u> All characters looking at camera and waving
	<u>Junior + Tulip in Plane</u> Junior & Tulip jumping into plane.
	<u>Junior + Tulip Playing with Baby</u> Junior & Tulip passing the Baby and making silly faces

NOTE: These these images here are just for reference. The files are posted on Adstream as alpha channels without backgrounds.

FILM FOOTAGE ALPHA CHANNELS

Reference	File Name / Description	Reference	File Name / Description	Reference	File Name / Description
	Nate01 Nate looks from side to side		Junior01 Junior flies onscreen, kicks up feet on desk		PT01 Pigeon Toady forces the elevator doors open
	Nate02 Nate looks up from reading Storks pamphlet		Junior02 Junior doing karate, says "Make a plan, stick to the plan"		PT02 Pigeon Toady w/ binoculars, points down
	Nate03 Nate opens up Storks pamphlet		Junior03 Junior does karate kick		PT03 Pigeon Toady in the elevator as the doors close
	Hunter01 Hunter's monologue from the teaser trailer		Junior04 Junior holding sparklers		PT04 Pigeon Toady holding cell phone watching video
	Hunter02 Hunter is swarmed with babies and falls over		Tulip01 Tulip walks to desk, sits down and smiles		PT05 Pigeon Toady dancing
	Baby01 Baby sitting, pushes something over, and claps		Tulip02 Tulip hugs and kisses a baby		PT06 Pigeon Toady smelling diaper
	Baby02 Babies jumping in the air		Tulip03 Tulip hugging herself		Monkey
	Baby03 Fat baby falling on Chicken		Tulip04 Tulip's hair explodes and she runs off camera		Polar Bear
	Stork Fly In Stork from MT who flies in and drops things	 Empty Baby Pod	 Cloud Backplate		Rabbit